



Liquor License Reporting

Municipal Clerk User Guide

Wisconsin Department of Revenue

Liquor License Reporting

Contents

REPORTING LIQUOR LICENSE HOLDERS 3

 When to file 3

 Verifying the seller's permit 3

 Use DOR Online Lookup to verify 3

UPDATE LIQUOR LICENSE INFORMATION ELECTRONICALLY..... 6

Getting Started 6

Online Form Instructions 7

 Get License Data 7

Review and update existing license holders..... 8

 License Types..... 8

Add a new license holder 9

Enter an exempt license holder..... 9

Submit completed form 10

 Print Form..... 10

 Submit Form 10

 Save Form 11

UPDATES THROUGHOUT THE YEAR 11

CONTACT INFORMATION 12

Wisconsin Department of Revenue

Liquor License Reporting

Reporting Liquor License Holders

This document provides instruction for filing your annual liquor license updates using the department's on-line application. This application is designed for municipalities who are reporting less than 50 licenses. If you have more than 50 licenses you may want to use the [Bulk File](#) transfer method.

When to file

Reports are due annually by July 15th

You can file updates to the July 15th report throughout the year.

Verifying the seller's permit

When registering businesses for liquor license, part of your responsibility is to verify that the business has a valid seller's permit. Below are procedures for verifying that a business is holding a valid seller's permit:

- Ask the business applying for a liquor license or permit to provide a copy of their seller's permit. Make sure to record the 15 digit seller's permit number. This number will be requested when reporting the license to DOR.
- If the business does not have the copy readily available or if you have questions regarding the validity, you can use the DOR filing frequency look up to determine if the license is valid. To use the lookup, you will need the business Federal Employer Identification Number (FEIN) or in the case of a sole proprietorship the owner's Social Security Number (SSN).

Use DOR Online Lookup to verify

This online lookup can provide two pieces of information needed to meet our Liquor License Report requirements:

- 1) It tells you if a license is valid or invalid
- 2) It tells you the correct 15 digit seller's permit number required on the DOR Liquor License Report.

To open the online lookup:

- From the DOR website – www.revenue.wi.gov, click on the [Businesses](#) tab. In the online services section, find "Look up Wisconsin Tax Number and filing frequency";
- Or type <https://tap.revenue.wi.gov/services/> into your browser.

Wisconsin Department of Revenue Liquor License Reporting

Open the application by clicking on the second blue box:



You will see this screen:

The screenshot shows the 'About My Tax Account' page. On the left is a blue sidebar with the 'Revenue' logo and 'About My Tax Account' text, containing 'Search' and 'Cancel' buttons. The main area has a 'Summary' tab and five input fields: 'Withholding or Sales?', 'Id Type', 'Id', 'Business or Last Name', and 'Zip Code'. Each field has a yellow 'Required' label and a dropdown arrow. To the right is a 'FILING TIPS' box with instructions on how to use the search function and what to do if no information is available.

- 1) Enter Sales in the first box
- 2) Choose the ID Type
 - a. In most cases you will enter the businesses Federal Employer Identification Number (FEIN), but if the business does not have employees you may enter the business owner's Social Security Number (SSN).
- 3) Enter the Id number
- 4) Enter the business legal name, or the last name of the individual if registered as a sole proprietor.
- 5) Enter the Zip Code from the business location address.
- 6) Press the Search button located in the blue menu panel to the left.

Wisconsin Department of Revenue

Liquor License Reporting

VALID: The inquiry will return this screen if the seller's permit is valid:

Account Information

Account Type	Sales & Use
Account Number	456-0000000000-00
Filing Frequency	Annual

INVALID: The inquiry will return this screen if the seller's permit is not valid, note the Cease Date is indicating when the seller's permit was invalidated:

Account Information

Account Type	Sales & Use
Account Number	456-0000000000-00
Filing Frequency	Early Monthly
Cease Date	31-Oct-2011

INCORRECT ENTRY: The inquiry will return this screen if any of the fields were entered wrong or if incorrect data was entered.

Account Information

No information available.

Wisconsin Department of Revenue

Liquor License Reporting

Update Liquor License Information Electronically

The online application is located in the Online Services section of the [Municipal Clerk](#) webpage.

By reporting electronically using our online Liquor License application or by sending a bulk file, DOR is able to efficiently update the license database.

For smaller agencies or agencies with no technical support, use the online Liquor License application. It is easy to use and transmits license information securely.

For agencies with more than 50 licenses to report, use the Liquor License Bulk file method. DOR provides a file layout for you to use. You can upload following the secure DOR file upload process. For more information regarding the [Bulk Filing Method](#) see the instructions.

Getting Started

Prepare a list of your active or newly issued licenses.

- Verify the correct sellers permit information. The DOR issued seller's permit numbers are 15 digits long and start with a "456" prefix and should be entered like this: 456-XXXXXXXXXX-0X.
- Verify that the holder of the seller's permit and the liquor license is the same entity.
- Verify the business entity – Sole Proprietor (Individual), Corporation, or Limited Liability Company (LLC). Some liquor licenses are issued to an LLC entity where the business operates as a sole proprietor or single-member. When dealing with an LLC, always issue the liquor license permit in the name of the LLC entity. Both the owner and the LLC name will be listed on the seller's permit.

Open the application by clicking the Start Filing button from the [Liquor License Report](#) launch page.

Note: Check your version of Adobe Acrobat to make sure it is set to Adobe Reader 9.1 or above. There is a link on the launch page to download the latest version.

Wisconsin Department of Revenue

Liquor License Reporting

Online Form Instructions

Get License Data

1. Enter the city/village/town FEIN to search for your Clerk profile information and the liquor licenses last reported to DOR.
 - a. In some cases, DOR does not have the municipal FEIN number. If you enter your FEIN number and do not get your license information to display, contact us.
 - i. Call 608-266-8517 or 608-261-0782
 - ii. Email DORLiquorLicense@revenue.wi.gov

Note: This number is frequently displayed as 12-3456789. Enter only the numbers only. Do not enter the dash or special characters.

Example: 123456789 is correct.

2. Verify the Clerk Information. Update any of the fields if the information has changed.

Wisconsin Liquor Licenses

TEST MODE

Watch Out for these Symbols

Hold the mouse pointer over the symbol to view the message. Click on the symbol to see if more information is available.



Help is available for the field.



There is a warning or caution about the field.



Something is wrong with the field. All error messages must be fixed before the form can be submitted.

Instructions

Enter FEIN or WTN <input type="text"/>	CoMuni Code <input type="text"/>	Muni Type <input type="text"/>
		Municipality <input type="text"/>
		County <input type="text"/>

Clerk Information

Name <input type="text"/>	Work Phone <input type="text"/>
Street Address <input type="text"/>	Other Phone <input type="text"/>
City <input type="text"/>	Zip Code <input type="text"/>
Email Address <input type="text"/>	Fax Number <input type="text"/>

Wisconsin Department of Revenue


Liquor License Reporting

Review and update existing license holders

1. If all your licenses expire on July 31st of the current year, check the Update all Expiration date box. This will automatically adjust all your license expiration dates for you.

By checking the Update All, all the License Expiration Date will be updated to July 31 of the next year.

☐ Update All Expiration Dates to July 31, 2013

License Location			
Legal Name	SPEEDWAY LLC OWNED BY MPC INVESTMENT LLC		<input type="checkbox"/> Deactivate. No longer in business.
Agent Name	KENNETH ARLAN RANDOLPH ROSENBALM		
Business Name	SPEEDWAY #4202		
Location Address	City	Zip	County
6340 LAKE RD	WINDSOR	53598	DANE
<input type="checkbox"/> Exempt			
Valid Seller's Permit Number	License Expiration Date		Type of License(s) 
456-0000048548-03	07/31/2012		<input checked="" type="checkbox"/> AB <input type="checkbox"/> AL <input type="checkbox"/> ALB <input type="checkbox"/> BB <input type="checkbox"/> BL <input type="checkbox"/> BLB <input type="checkbox"/> CW <input type="checkbox"/> WB <input type="checkbox"/> WAB

2. Review the License Location information.
 - a. Update the Agent Name, Business Name, or Address if there have been any changes since you last reported.
 - b. Click the Deactivate check box if the business is not being issued a license or permit.
 - c. Review the Type of License
 - i. Check all license types that apply to this business

License Types

AB - Class "A" beer (off-sale), (convenience/grocery stores)

AL - "Class A" liquor (off-sale), (drug stores, wineries)

ALB - Class A beer/Class A liquor (includes wine) - off sale only

BB - Class "B" beer only (on/off sales) or in combination with "Class C" wine

BLB - Class "B" beer and "Class B" liquor (taverns, supper clubs, etc.)

CW - "Class C" wine (on-sale), (restaurants who qualify)

WAB - Wholesale beer (distributor) and Class "A" beer

WB - Wholesale beer

BL - Class "B" Liquor Only (winery)

Wisconsin Department of Revenue

Liquor License Reporting

Add a new license holder

1. Click the Add Liquor License button located at the end of your existing license list to display a blank entry form.
 - a. Enter Legal Name, Agent Name, Business Name, Location information, and Type of License
 - b. Enter Valid Seller's Permit Number as 15 digits. This number always starts with a 456.

NOTE: You will see this number displayed as 456-1234567890-01 on the Seller's Permit. In the Valid Seller's Permit Number field, enter only the numbers only. Do not enter the dash or special characters.

Example: 456123456789001 is correct.

- c. Enter the Type of License
 - i. Check all license types that apply to this business

➤ License Location **ADDED NEW**

Remove License

Legal Name

JOE'S ENTERPRISES INC.

Agent Name

JOE BAROWNER

Business Name

JOE'S BAR & GRILL

Location Address

123 E MAIN ST

City

ANYWHERE

Zip

55555

County

DANE

☐ Exempt

Valid Seller's Permit Number

License Expiration Date

Type of License(s)

☐ AB ☐ AL ☐ ALB
☐ BB ☐ BL ☐ BLB
☐ CW ☐ WB ☐ WAB

Add Liquor License

Enter an exempt license holder

Some business entities are required to hold a liquor license, but are **exempt** from the requirement to collect sales tax. These businesses are usually provided with a Wisconsin Sales and Use Tax Exemption Certificate.

1. Place a check in the Exempt check box if a liquor license holder has indicated they are exempt from collecting sales tax
 - a. There will be no seller's permit number to enter; the form will prefill with all zeros in the Valid Seller's Permit Number field.

Wisconsin Department of Revenue

Liquor License Reporting

☒ Exempt

Valid Seller's Permit Number

000-0000000000-00

License Expiration Date

07/31/2013

Submit completed form

Print Form

You can print the form to make it easier to compare to your system and identify license holders needing updates.

1. Click the *Print Form* button
2. In the *Print* dialog box, choose your preferred settings.
3. Click Print

Ready to Submit

Have you confirmed the form is complete, correct, and ready to submit?

If so, select "YES" and press SUBMIT.

TIP: You can check for errors by selecting "NO" and pressing SUBMIT.

☐ YES ☐ NO

Save Form

Print Form

SUBMIT

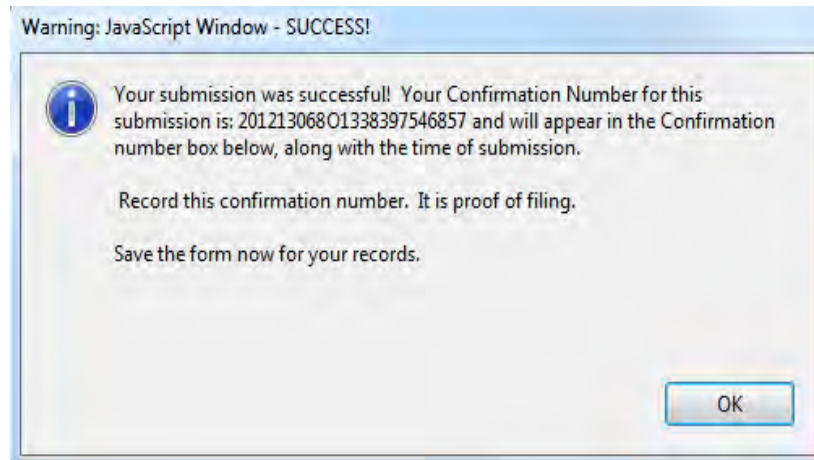
Submit Form

Once you have updated all your license holders for the 2013 filing period, send the form to DOR.

1. In the Ready to Submit section, click YES to confirm that you are ready.
2. Click the *Submit* button
 - a. The Error Messages section will identify any errors that need correcting.
 - b. This section will be blank if there are no errors.
3. A window will appear to tell you that your submission was received.

Wisconsin Department of Revenue

Liquor License Reporting



- a. Select the *OK* button.
- b. A Confirmation section with your confirmation number and the date and time the report was filed will appear.
 - i. Follow the instructions to save the form to your computer.

Confirmation	
Your form submission was successful. Please make sure that you save the form for your reference.	
Confirmation #	201213068O1338397546857
Recording Time	05-30-2012 12:05:47

Save Form

As you are working on updating the information you can store a copy of this form on your computer.

1. Click the *Save Form* button
2. In the *Save As* dialog box, choose your location and enter your file name.
3. Click Save

Updates throughout the Year

Clerks are required to submit a current list by July 15th of each year.

You may update the list at any time throughout the year.

Wisconsin Department of Revenue

Liquor License Reporting

- Go to the [Liquor License Reporting](#) webpage
- Follow the steps to obtain a current list of license holders
- Make changes and submit.

Contact Information

DORLiquorLicense@revenue.wi.gov

Phone: 608-266-8517 or 608-261-0782